



English for Professionals Exam

E^Pro™ Brand identity
January 2013

How to use these guidelines

These brand guidelines are a set of principles to be used by anyone working with the E^Pro™ brand. For anything not covered within this guide, please refer to the Pearson brand guidelines.

E^Pro™ and Pearson brand assets are available:

- On the E^Pro™ Neo site (for Pearson employees)
- By emailing a request to eproinfo@pearson.com

Within your request, please include a description of how the assets are to be used and required file specifications.

Exam name

The official exam name is English for Professionals Exam. The acronym, E^Pro™, is trademarked and should always include the TM symbol as shown.

The first time the exam name is referenced within body copy, it should be written as: E^Pro™ English for Professionals Exam. Subsequent references to the name may be shortened to E^Pro™ or E^Pro™ Exam.

The E^Pro™ logo may either stand alone or be used in conjunction with the exam name as shown below.



English for
Professionals Exam

Test center name

E^Pro™ exams are delivered in Pearson VUE test centers specifically authorized for E^Pro™. When referencing a testing center, it should be called a:

- Pearson VUE test center authorized to deliver E^Pro™

E^Pro™ tagline

The E^Pro™ tagline is:

- Measuring English skills for global success

Typefaces

All non-marketing print and electronic | Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Printed marketing materials | Gill Sans MT Pro
(Font available by contacting Pearson VUE
marketing at pvmarketing@pearson.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

E^Pro™ copyright (Include copyright on all E^Pro™ marketing materials.)

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E^Pro™ logo



Pearson logo (Placed on the bottom of documents.)

ALWAYS LEARNING

PEARSON

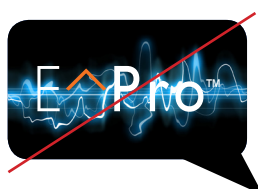
Exclusion zone

To ensure its integrity, there is an exclusion zone surrounding the E^Pro™ logo in which no text or other graphic elements should encroach. This zone is defined by the height of the "E" in the E^Pro™ logo.



Logo misuses (See graphics below for more details.)

- Do not scale (change size horizontally or vertically) the logo bar or box without constraining proportion
- No tilting, skewing or distorting the logo bar or box
- The bar logo should be used in its entirety. Do not cover any part of the logo with patterns or images



Colors

Pearson Blue PMS 661 C		
CMYK	RGB	HEX
100 75 0 0	54 67 149	364395

Pearson Orange PMS 158 C		
CMYK	RGB	HEX
0 68 100 0	237 107 6	ed6b06

Pearson Purple PMS 221 C		
CMYK	RGB	HEX
24 100 44 26	157 19 72	9d1348

Supporting colors

CMYK	RGB	HEX
14 98 58 14	185 32 75	b9204b
9 94 69 9	202 47 69	ca2f45
5 90 65 5	216 61 77	d83d4d
3 86 61 3	224 72 84	e04854

Any print or electronic design that uses the E^Pro™ name or logo requires approval and permission. Please send a .pdf of your design or any questions to eproinfo@pearson.com.